TPUSA STUDENTS

FALL '24

CHAPTER HANDBOOK

WE BODLY EMPOWER THE **RISE OF THE CITIZEN** TO PLAY
OFFENSE WITH A SENSE OF URGENCY TO RESTORE **THE AMERICAN REPUBLIC.**

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INTRODUCTION

WHAT IS A TPUSA STUDENTS CHAPTER?

A Turning Point USA Students chapter is an activism club of freedom loving people who work together to educate their peers about the importance of freedom, free markets, and limited government. A TPUSA Students chapter also works to identify, empower, and organize other activists so that our movement consistently grows.

As a chapter leader, you will have the opportunity to build a strong conservative activist network on your campus, plan and execute activism initiatives, help students get registered to vote, and inform your peers about the importance of freedom, free markets, and limited government. You will change what it means to be a conservative on campus by re-branding and promoting free market values.

CHAPTER OBLIGATIONS

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In order to remain an active TPUSA Students chapter, the club is responsible for:

I. Maintaining an Executive Board/Officer Team with at least three positions: President, Vice President, and Treasurer. More positions may be required by the chapter's school.
II. Submitting a Chapter Charter Agreement form (found online).
III. Organizing at least one (1) activism initiative per academic semester.
IV. Remaining in communication with a TPUSA Field Representative on a regular basis.
V. Adhering to TPUSA's Chapter Code of Conduct and ensuring all operations are in accordance to 501(c)(3) guidelines.

CHAPTER CODE OF CONDUCT

A TPUSA Students chapter is expected to adhere to the following conduct expectations:

I. Chapters may never endorse any candidates running for public office. Leaders of the chapter may endorse candidates in their personal time, but may not do so on behalf of the chapter.
II. Chapters may never campaign for political candidates or aid political campaigns in any manner (donate money, recruit campaign volunteers, etc.). Leaders of the chapter may do these activities in their personal time, but may not do so on behalf of the chapter.
III. Chapters may never design, offer, or sell apparel that is not designed and approved by TPUSA's national headquarters.
IV. Chapters may never host a speaker on campus without approval from TPUSA's national headquarters.

CHAPTER LEADER
TESTIMONIALS

"I have been involved with TPUSA since 2021, serving as Vice President and current President at the SDSU chapter. Turning Point USA not only provides students a safe space to exercise their first amendment rights, but also meet like minded individuals, making lifelong memories and friends. My current best friends are individuals I met through TPUSA conferences and local meetings. As a leader on the exec board, we bring these ideas to campus by tabling, holding regular club meetings, and hosting speakers. Being involved on campus and in my community through Turning Point USA has taught me many valuable skills that I will use in the future."

- Mariam Alnajjar, Chapter President at San Diego State University

"My TPUSA chapter has meant the world to me. It has been such a great way to get together with people that share our values and make a difference in our community & school. We all have made so many amazing friends throughout our community, with other Turning Point USA chapters, and with others attending national conferences. I have enjoyed being the president of such a great group of patriots. The memories I have made with my chapter members are some that I will cherish forever!"

- Amanda Wiley, Chapter President at Johnson County High School Activism Hub

"I love TPUSA because I am extremely passionate about the God given rights I am granted as an American, and I love that at Turning Point USA, I have the opportunity to advocate for and share those values right alongside some many like minded patriots. While at events, meetings, and tabling on campus – I do not fear we'll be silenced. It has been such an amazing experience to be able to meet so many young conservatives and network with amazing people that I looked up to as a kid!"

- Johnathan Wachter, Chapter President at Grand Canyon University

TURNING POINT USA

HISTORY OF TURNING POINT USA

Turning Point USA (TPUSA) was founded on June 5, 2012 by then-18-year-old Charlie Kirk. Charlie's vision was to **establish a grassroots student movement that identifies, empowers, and organizes young people to promote limited government, free markets, and capitalism**. Since the inception of Turning Point USA, the organization has reached over 2,300 college and high school campuses nationwide.

MISSION STATEMENT

Turning Point USA's mission is to educate students about the importance of freedom, free markets, and limited government. Through non-partisan debate, dialogue, and discussion, TPUSA activists are the community organizers of the right.

HOW TO CONTACT TPUSA

If you have a question about your chapter, campus activism, or campus events, it is best to contact your TPUSA Field Representative. To find your Field Representative's contact information please visit **tpusa.com/getinvolved.**

The best way to contact TPUSA Headquarters is to email **hq@tpusa.com.**

STARTING A NEW TPUSA STUDENTS CHAPTER

STARTING A NEW TPUSA STUDENTS CHAPTER

Starting a Turning Point USA Students chapter can be a great way to gain leadership experience, meet like-minded friends, and make a lasting impact on your campus and your community.

Not sure if we already have a Chapter at your school? Check out our Chapter directory at **tpusa.com/highschoolprogram** or **tpusa.com/college** for a list of active TPUSA Students chapters.

If you have questions about starting a chapter, feel free to email hq@tpusa.com to speak with a staff member and get your questions answered.

RECRUIT YOUR A-TEAM (OFFICER TEAM)

The most important step in developing your chapter is putting together a strong leadership team (your A-Team). The quality of your leadership team will determine the success of your chapter. It's that simple.

The #1 reason that chapters fail is because they lack strong, united, and dedicated officer teams. Invest the time in identifying passionate and qualified leaders (as many as you can find) to help you lead your chapter.

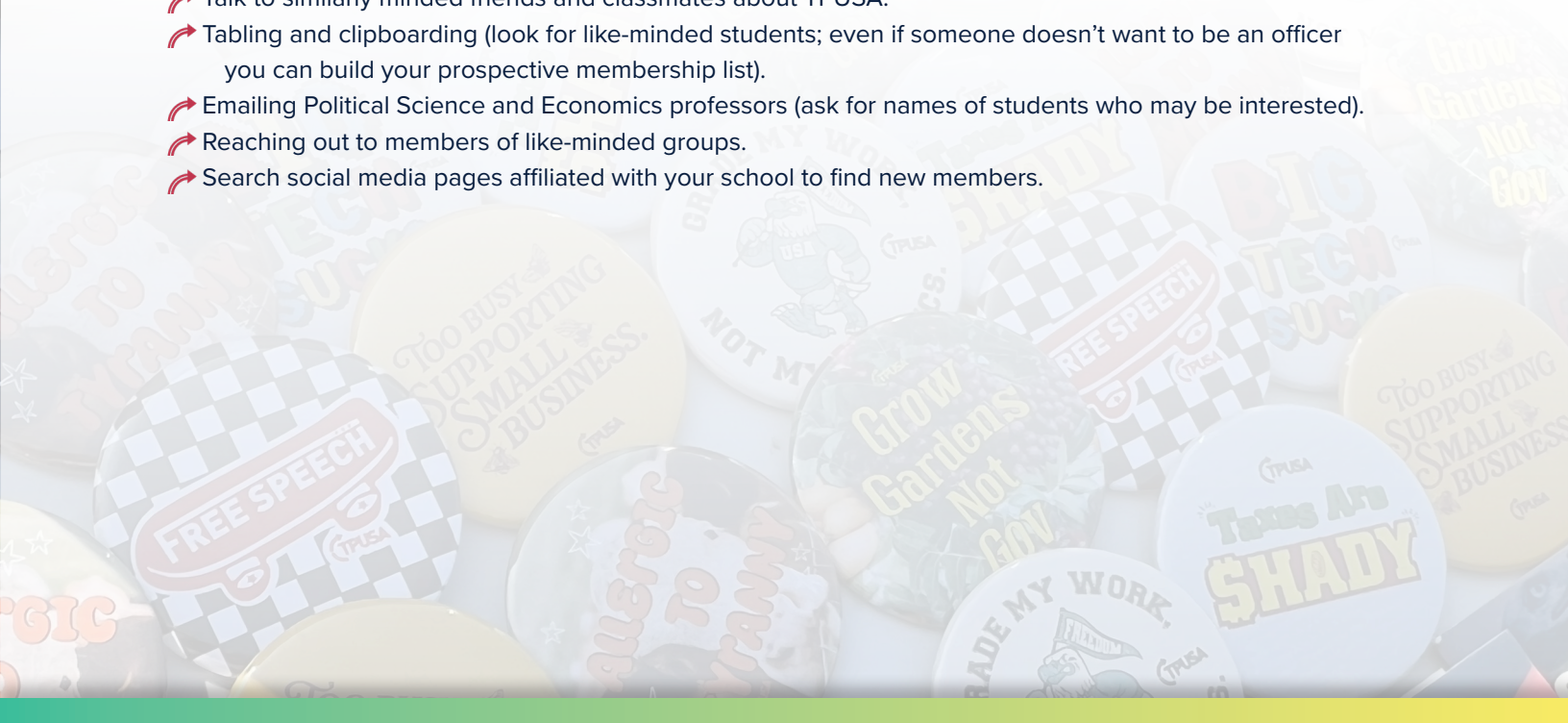
TPUSA requires that each chapter have at least three (3) officer positions filled: a President, Vice President, Treasurer, and/or Secretary. TPUSA encourages chapters to create and fill additional officer positions as well. The more dedicated people you have on your team, the stronger your club will be!

Many campuses require certain positions to become a registered student organization. Be sure to familiarize yourself with your school's requirements as you begin the search for officers.

STARTING A NEW CHAPTER

Finding leaders can be difficult, especially on small campuses. If you're struggling to fill your officer positions be sure to try:

- Posting on social media (let people know you're starting a club and need officers).
- Talk to similarly minded friends and classmates about TPUSA.
- Tabling and clipboarding (look for like-minded students; even if someone doesn't want to be an officer you can build your prospective membership list).
- Emailing Political Science and Economics professors (ask for names of students who may be interested).
- Reaching out to members of like-minded groups.
- Search social media pages affiliated with your school to find new members.



DEVELOP OFFICER ROLES & DEVELOP A PLAN

As you begin to fill your officer positions it is important to define roles and determine a plan. You will need to determine each person's specific responsibilities and duties, as well as when/how your leadership team will meet and operate.

A summary of what each officer role could do is provided below. Feel free to edit, adjust, and add to these job descriptions as you see fit.

President

- Presides over meetings of the organization
- Calls meetings of the organization
- Keeps chapter on track for Legacy Chapters & Patriot Rewards
- Appoints committee chairs and/or appointed officer positions
- Develops plans and goals for the organization
- Maintains contact with affiliated High School or College
- Maintains contact with chapter advisor
- Maintains contact with the a TPUSA Field Representative
- Serves as a spokesperson for the organization

Vice President

- Assumes the duties of the President in his/her absence
- Develops plans and goals for the organization
- Directs constitutional updating and revisions
- Facilitates election of officers
- Assists all executive officers as needed
- Organizes end of the year celebration

Treasurer

- Serves as primary signatory on financial accounts
- Pays organization bills
- Develops and executes fundraising initiatives
- Applies for and manages activism grants and university funds
- Maintains financial history of the organization

Secretary

- Obtains appropriate facilities for organization activities
- Maintains a record of all members in the organization
- Notifies all members of meetings and events
- Prepares and maintains organization calendar
- Keeps and distributes minutes for each meeting
- Performs other duties as requested by the President

OPTIONAL POSITIONS

Outreach Coordinator

- Plans and executes outreach initiatives
- Maintains relationships with like-minded groups on campus
- Develops strategies for like-minded campus groups to collaborate with the organization

Social Media Coordinator/Digital Director

- Manages social media accounts for the organization
- Maintains chapter website (if applicable)

Historian

- Takes pictures of chapter activities
- Maintains documented records of chapter events
- Maintains files/documents to share with future officers during transitions

You will also need to develop a plan for your chapter's activities. TPUSA suggests writing a strategic plan that includes your group's goals, objectives, activism plans, and event plans for the school year. Once goals are established, assign specific projects and tasks to your officer team. This will keep your team accountable and ensure that everyone stays focused on the chapter's goals.

SIGN THE CHAPTER AGREEMENT

The final step to make your chapter official with TPUSA is to read and sign our Chapter Charter Agreement. This document needs to be filled out by the Chapter President, and he/she will need to provide the name and contact information for the chapter's Vice President, Secretary, Treasurer, and other officers.

The Chapter Charter Agreement can be accessed online at: **tpusa.com/chaptercharteragreement**

Once the Chapter Charter Agreement is signed, your club will be considered an official TPUSA Students chapter for the rest of the school year, provided that all guidelines in the agreement are followed.

GETTING YOUR CHAPTER APPROVED BY THE SCHOOL

BENEFITS OF BEING AN OFFICIAL STUDENT GROUP

While students are usually free to assemble anywhere on campus, there are many advantages to becoming an official student group that is recognized by the school.

Benefits of being an official student group may include: official recognition, access to school funding, access to classroom/event space, tabling space, a campus mailbox, listing on your school's student group directory, and much more. It is imperative that every chapter works to become officially recognized by the school.

LEARN ABOUT YOUR SCHOOL'S RSO PROCESS

The process for becoming a registered student organization (RSO) varies at each school. Some campuses require that you fill out a few forms, while other campuses require meetings, presentations, and several documents. As you begin to make plans for your new chapter it is important to research and understand the process for becoming a registered student group on campus.

If you are unsure where to start, begin by reaching out to your school's Student Life, Student Activities department, or High School Principal. The staff in those departments should be very familiar with the process.

It is important that someone from your chapter is responsible for following up with the school after the paperwork/application has been submitted. In some cases, schools forget to move the application forward or have long delays to process the applications. It is best to follow-up regularly so that you know the status of your group's pending approval.

TPUSA is committed to helping each and every chapter achieve official recognition from their school. If you have any questions about the process at your school or need help navigating the details, please reach out to your Field Representative.

WRITE A CONSTITUTION/BY-LAWS

Most schools require new student organizations to submit a Constitution and/or By-Laws as part of the student group registration process. It is important to familiarize yourself with your school's specific requirements; some schools have very specific guidelines for the Constitution that your club must follow.

Turning Point USA offers a sample Chapter Constitution on the TPUSA website. To access this template navigate to **tpusa.com/samplechapterconstitution.** It is recommended that you work with your officer team and tailor the template to fit your chapter's individual needs.

When your Constitution is complete, feel free to ask your Field Representative to review your document prior to submitting it.

FIND A FACULTY ADVISOR

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club.

If you are having difficulty finding a faculty advisor we recommend:

- Reaching out to like-minded groups on campus. Ask who they have for an advisor. Some professors will sponsor more than one group, or may recommended other professors who may be a good fit for your group.
- Emailing professors of Political Science, Economics, and Business. Ask them if they would like to be an advisor or if they know someone who would.
- Contacting your Field Representative. TPUSA works with a number of organizations that can recommend professors to serve as advisors. Don't be afraid to reach out if you need help finding an advisor.

Once you have a faculty advisor, meet with him or her to determine his/her communication preferences and ideal role in your club. In many cases, advisors don't intend to have a major role in the student group's activities. Regardless of your advisor's role in the club, be sure to keep him/her updated with major events and club happenings.

TIPS FOR GETTING YOUR CHAPTER APPROVED

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club.

- Take the time to learn about your school's process and make sure everything gets done on time.
- Be prepared. Sometimes student groups are asked to present in front of a Student Senate meeting and/or prepare a report. Be prepared for whatever may be asked of you; this will show the decision makers that you're committed to your new club.
- Build positive relationships with the key decision makers. Find out who determines student group approvals, and make an effort to build a genuine, positive relationship with them. Don't be disingenuous (or a suck-up) -- just get to know them and be friendly!
- Focus on ROI (return on investment). Be prepared to explain how your chapter will positively impact your campus and the student body.
- Contact your TPUSA Field Representative. TPUSA staff members would be happy to help you work through the process and get your chapter approved.

ANSWERS TO YOUR SCHOOL'S COMMONLY ASKED QUESTIONS

When you're applying to register your new student club, the Student Activities Department, the Student Government Association, or High School leadership may require that you answer a few questions about your new group, its purpose, and its value. Sometimes these questions are asked on a paper application, or sometimes they're asked in a face-to-face meeting. Either way, it is important to be prepared and know how to answer these critical questions. Your answers could determine whether or not your chapter is approved.

TPUSA also offers unmatched leadership opportunities for its members such as opportunities to attend national conferences like the Young Women's Leadership Summit, Student Action Summit, AmericaFest, and much more. TPUSA also offers leadership training and scholarships to its members.

Every school is different, so if you're unsure how to navigate the process please feel free to contact your Field Representative. We are here to help!

Some commonly asked questions (and our suggested responses) are below:

1. What is the purpose of your Turning Point USA Student chapter?
The purpose of Turning Point USA is to educate students about the benefits of limited government, capitalism, free markets, and freedom.

2. What kinds of activities would your chapter partake in?
Our club plans to achieve our mission of educating students and promoting our message through tabling and distributing informational materials, bringing a diverse range of speakers to campus, and hosting thought provoking events such as panels or debates.

3. How is your club unique and unlike others already on campus?
Turning Point USA is non-partisan and will never partake in campaign activities of any kind (such as advocating for a specific candidate, making political phone calls, encouraging students to participate in campaign events, etc.). TPUSA does not associate with any political party. We have a steadfast commitment to championing the fundamental principles of freedom, free markets, limited government, and conservatism as the cornerstone of our mission.

Because of our economic-based approach and lack of affiliation with a political party, we are able to attract a wider range of students to join. We believe it is important to offer a non-partisan educational group for students who are independent or have mixed viewpoints.

4. What value will your student club add to the campus?
Turning Point USA will offer a forum for debate on campus, and allow a wide variety of viewpoints to be heard. We believe that students deserve a chance to hear about a wide range of issues that are impacting young people such as the national debt, the student loan crisis, and the future of our healthcare system. TPUSA offers a venue for open-minded discussions.

TPUSA also offers unmatched leadership opportunities for its members such as opportunities to attend national conferences like the Young Women's Leadership Summit, Student Action Summit, and much more. TPUSA also offers leadership training and scholarships to its members.

5. How do you know there will be support for your club?

Our club has already prepared a list of {insert number} prospective members and {insert number} officers. These students have signed-up to be part of our club and/or lead the group if we are approved.

6. How do you plan to ensure that your club succeeds after the first semester?

We already have identified {insert number} freshman and sophomore members who plan to be part of the organization for the rest of their college career. Additionally, we plan to recruit new members on at least a bi-weekly basis. With {insert number}+ executive board members and bi-weekly recruitment efforts, our club is destined to grow and remain sustainable.

Additionally, Turning Point USA's Headquarters offer a wide variety of resources to ensure that our chapter succeeds for a long time. Some of these resources include:

- Training at TPUSA HQ for Chapter Leaders (includes session on succession planning)
- On-campus recruitment and planning support from trained Field Representatives
- Chapter Handbook and other online resources

7. How do you plan to fund your group?

We plan to request funding from the Student Government Association to fund campus-wide events that are designed for the entire student body. Additionally, we plan to self-fundraise through {insert ideas such as restaurant fundraisers, bake sales, etc.}.

Turning Point USA's national office provides materials and resources such as tabling supplies, posters, banners, sign-up cards, and apparel. TPUSA Headquarters often assists with miscellaneous chapter expenses such as food at our meetings and event advertising costs. They also offer activism grants for chapters in amounts ranging from $100 - $2,500.

8. What is your club's relationship with Turning Point USA's national organization?

Turning Point USA's national office provides a wide range of resources to chapters such as free activism supplies, on-campus staff support, activism grants, custom graphics, and general guidance through tools like the Chapter Handbook. Our formal relationship with TPUSA HQ is described in the Chapter Charter Agreement {insert link to form on website}. TPUSA does not require our chapter to participate in specific events or use specific materials. Our chapter has total autonomy in that regard.

WHAT TO DO IF YOUR CHAPTER GETS DENIED

*DO **NOT** GIVE UP!*

Sometimes a TPUSA Students chapter will get denied by the school when they apply to be a registered student organization.

If you find out that your club was denied because you missed a deadline and/or a key piece of information in your application, make the necessary edits and re-submit your application as quickly as possible.

If the reason was something less specific, ask if you can receive a reason for the denial in writing. Many schools require that this be provided if you request it.

Next, contact your Field Representative. Be sure to include the reason for your denial (if it was provided) and any correspondence from the school.

Never worry or feel bad if your chapter is denied; TPUSA will provide assistance and work with you until your group gets approved!

As a last case resort, chapters may also charter as an activism hub, which is associated with a geographical area rather than a school. Visit **tpusa.com/activismhub** to learn more.

INTERNAL & EXTERNAL COMMUNICATION

INTERNAL COMMUNICATION

Communicating effectively with your members is a critical part of your chapter's success. One of the most common reasons a student leaves a chapter is because there isn't enough communication. As you prepare to lead your chapter, be sure to form a comprehensive internal communication plan to ensure that everyone feels "in the loop" at all times.

DEVELOP AND MAINTAIN A MEMBERSHIP DATABASE

From the moment you start your chapter it is important to have an organized and accessible membership database. We recommend organizing a membership database on Google Drive in a Google Spreadsheet so that your file is backed up and multiple people can access the database as it is updated.

At minimum, your membership database should contain the following pieces of information for each member:

- First Name
- Last Name
- Email Address
- Cell Phone Number

We also recommend tracking of each member's grade level and/or graduation year. If you're tracking this information on a spreadsheet, be sure to separate each item into a separate column for easy sorting. Designate an officer to update and maintain the membership database. This person should be responsible for adding new members and updating contact information as needed.

DEVELOP A MEMBERSHIP COMMUNICATION PLAN

Meet with your officer team to develop a membership communication plan. Decide how often you will contact your members (weekly newsletters, bi-weekly newsletters, etc.) and how you will make announcements (emails, social media posts, text alerts, etc).

Make your membership communication plan known to members at the beginning of the semester so they know when and where to expect updates.

DESIGNATE AN OFFICER TO MANAGE INTERNAL COMMUNICATION

Keeping people “in the loop” is an important task. Designate an officer to manage internal communication (this may or may not be the person who manages your membership database).

This person should be responsible for announcing meetings and events, sending weekly newsletters, and providing updates on chapter operations (everything from when your chapter is tabling to when and how elections will be held). Your members shouldn’t have to attend a meeting to know when the chapter will be tabling or when the next big event is happening.

DEVELOP AN OFFICER COMMUNICATION PLAN

In addition to maintaining communication with your members, your chapter will need a plan for officer communication.

We recommend setting a schedule for in-person meetings (for example, every other Monday at 5:00pm).

Since most people are busy, try to keep meetings to a minimum and use digital communication for quick announcements. When you do host officer meetings, be respectful of people’s time and come prepared with an agenda.

Some officer teams communicate via email, while others prefer email for announcements and a social media or text app for brainstorming and discussions. Pick something that works well for your team.

EMAIL TIPS & STRATEGIES

Email is one of the most common ways you will communicate with your members. Use the following tips and strategies to maximize your effectiveness at communicating via email:

- BCC recipients to protect privacy and prevent spamming.
- Use Gmass or Mail Merge to personalize your emails.
- Be as brief as possible (without leaving out key details).
- Use lists and bullet points to highlight key information.
- Use MailChimp (or other mass email services) for emails to longer lists.

EXTERNAL COMMUNICATION

Having a plan for external communication is an important part of managing your chapter's brand and reputation on campus.

CHAPTER X ACCOUNT

Chapters, especially College, are encouraged to start a X account. TPUSA requires that chapter X handles follow this standard format: "TPUSAatSchool." An example of a proper handle would be: @TPUSAatUSC or @TPUSAatClemson. Once you create an X account, be sure to designate an officer to post new posts on a regular basis.

An inactive account can make your entire chapter look inactive, so be sure to post 1 - 3 times per week and respond quickly to direct messages.

CHAPTER INSTAGRAM ACCOUNT

Chapters are encouraged to create an Instagram page to highlight great pictures of their chapter meetings, weekly tabling, and events.

TPUSA requires that chapter instagram handles follow this standard format: "@TPUSA(school)"

Once you create an instagram page, be sure to designate an officer to post on a regular basis (at least twice per week). Instagram stories are recommended to be posted daily. An inactive account can make your chapter look inactive, so be sure to post consistently and respond to DM's promptly.

CHAPTER FACEBOOK PAGE

Chapters, especially High School, are encouraged to create a Facebook page to communicate with members and the general public. Working with the community, educators, and parents is an important part of a successful High School chapter. Facebook provides a strong outlet for everyone in the community to see club activity. Be sure to create a public Facebook page rather than a private Facebook Group (groups are best for member-only communication).

TPUSA requires that Facebook page titles follow this standard format: "Turning Point USA at (insert university name here)." An example of a proper page title would be: Turning Point USA at the University of Alabama.

TPUSA lists each chapter's Facebook page link (and the chapter email address if one exists) on the TPUSA Chapter Directory. Facebook messages are an easy way for prospective members to get in touch.

Once you create a Facebook page, be sure to designate an officer to update the Facebook page on a regular basis. An inactive page can make your entire chapter look inactive, so be sure to post 1 - 3 times per week and respond quickly to private messages.

CHAPTER EMAIL ACCOUNTS

If more than one person will be emailing your members, we recommend creating a chapter email account. You can create a free email account at www.gmail.com. TPUSA recommends using Gmail because of the additional resources available such as Google Calendar, Google Drive, etc.

Your chapter's email address should be easy to remember. For example, **TPUSAatUSC@gmail.com**.

TPUSA lists each chapter's email address (and the social media page link if one exists) on the TPUSA Chapter Directory. Listing a chapter email is a great way for prospective members to get in touch.

Once you set up your chapter email account, be sure to designate an officer to check the account and respond to emails on a regular basis.

CHAPTER WEBSITES

While most students prefer to get updates via email, phone, or social media, a chapter website may be beneficial depending on your school. If most student organizations on your campus have a website, it is recommended that you create one for your chapter.

Some schools offer a website platform to registered student organizations. If your school offers this service we recommend that you create a basic website for your chapter on that platform. If you want a website and your school does not provide a service, you can design one for free at Wix.com or Weebly.com. Both of these website services are free and easy to use.

If you create a website for your chapter, be sure to assign an officer to update the website on a regular basis.

MEDIA COMMUNICATION

Chapters are permitted to give comments to school press or local press on behalf of their individual chapter, provided that comments do not violate TPUSA's 501(c)(3) restrictions. Chapters are not authorized to give a comment on behalf of Turning Point USA's national organization. TPUSA prefers that chapters bring requests from national media outlets to the attention of someone at TPUSA HQ.

HOW TO WRITE A PRESS RELEASE

A press release is an official statement issued to media outlets to provide information on a particular event or topic. When writing a press release, always remember that you are writing a pitch. The quality of your press release will determine whether or not your event is covered. Media outlets receive countless press releases every day, and pick only the best to publicize.

TIPS FOR WRITING A PRESS RELEASE

- Keep it short. A press release should never be longer than one page.
- Write a short, descriptive, and engaging headline. Your press release is a pitch, and your headline must grab your reader's attention.
- Get to the point in the first paragraph. Assume that your reader will scan the press release and only read the first sentence or two. Get your message across quickly, and use the following paragraphs for supporting information.
- Use exact dates. For example, state that your event is on "Friday, May 5th, 2017" rather than "next Friday."
- Make it flawless. Proofread multiple times to avoid spelling and grammar errors.
- Include contact information. Be sure to list a name, number, and email for someone who can quickly field and respond to requests from the press. Be sure that your contact person is accessible and prepared to take calls and emails.

SAMPLE PRESS RELEASE

{Chapter Logo as Header}

FOR IMMEDIATE RELEASE

Date
Contact: First Name Last Name, Title, Email, Phone

DESCRIPTIVE AND ENGAGING HEADLINE

CITY, STATE -- Insert a brief description of your event. Be sure to include the who, what, where, when, and why. Be brief and descriptive.

Provide additional important details in the second paragraph. Do not put any opinion statements here.

"If you have a quote from an authority figure like a professor or a famous person who is coming to your event, put it here. Quotes should be the only location where opinion is expressed" said Famous Person.

"Here's a quote from a leader or member of your chapter," said Chapter Member. "But don't make it the same person as the Contact at the top of the page."

Provide any additional, less important information about the event here. End with the below footer.

Turning Point USA is the nation's largest and fastest growing conservative youth organization. Learn more at www.tpusa.com.

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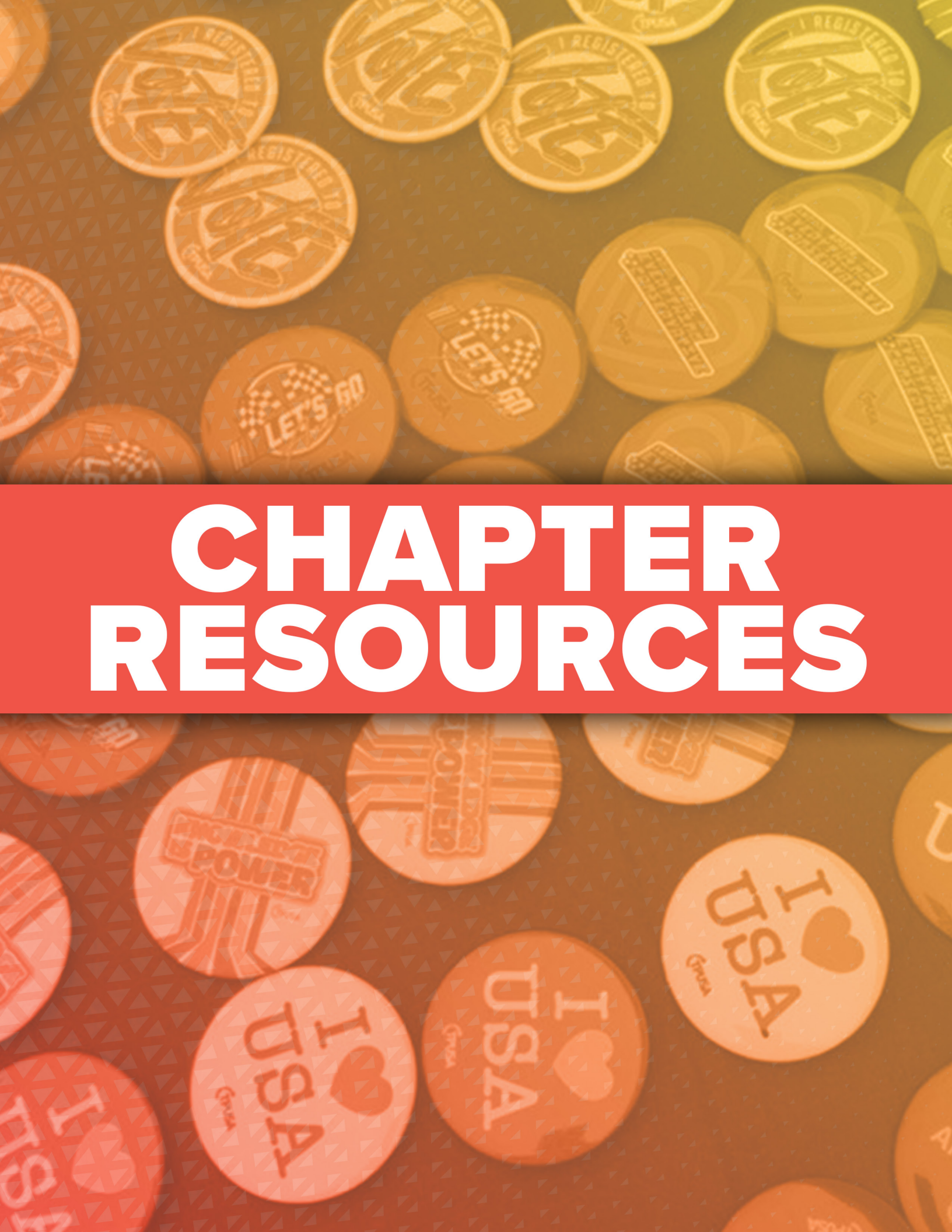


CHAPTER RESOURCES

TPUSA'S FIELD TEAM

Connecting with a TPUSA Field Representative is the single best way to ensure that your chapter succeeds. Our professional, trained, and experienced Field Representatives are ready and willing to help your chapter with everything from getting your club approved to recruiting new members to organizing the best event on your campus this year. Most of our Field Representatives are former TPUSA chapter leaders or members who now work full-time to grow our movement on college campuses.

CHAPTER LOGOS

Turning Point USA will provide school-specific logos for each chapter. In order to ensure that all chapters have consistent and uniform graphics, it is important that chapters only use the logo provided by TPUSA and do not attempt to create their own.

To request a logo, please visit **tpusa.com/orderachapterlogo**. Logos will be provided in .png, .jpg, and .pdf forms.

CHAPTER BANNERS

Turning Point USA will provide chapters with school-specific 2x4 vinyl banners that can be used for tabling and decoration at events.

To order a custom banner, please visit **tpusa.com/orderachapterbanner**. Please note that TPUSA can only provide one (1) banner per group per school year.

ACTIVISM SUPPLIES

Turning Point USA's national office provides a wide range of activism supplies for chapters including sign-up cards, buttons, stickers, brochures, booklets, informational flyers, t-shirts, bumper stickers, and much more!

If you're looking for an assortment of supplies to use while tabling, order an Activism Kit at **tpusa.com/ActivismKits**. Note that the "TPUSA Students Chapter Activism Kit" is offered exclusively to TPUSA Students chapters and contains more supplies than a standard activism kit.

If you're looking for extras of your favorite item or something specific, contact your Field Representative who may be able to provide those resources to you. You can also email your special requests to hq@tpusa.com.

*Be sure to check out the **"Partner Resources"** section of this Chapter Handbook to learn about the supplies offered by TPUSA's partner organizations.*

HIGH SCHOOL RESOURCES

The High School Resource page is a hub for High School chapters, Parents, and Educators to further education & support within the community. Chapters can find ways to enhance weekly meetings & activism with the Activism Library. This Library includes presentations, themed games, recommended publications, and activity sheets for each weekly activism theme.
Parent & Educator resources include ways to support each other and chapters.

See more at **tpusa.com/highschoolresources**

PROMOTIONAL GRAPHICS & FLYERS

If your chapter is hosting an event with an expected attendance of 50+, TPUSA will provide any of the following graphics:

- Promotional Poster (11x17)
- Half-Page Promotional Flyer
- Full-Page Promotional Flyer
- Social Media Graphics
- Foam Boards

To request a graphics package, please visit **tpusa.com/studentresources**. Our design team will work with you to design graphics that meet your needs.

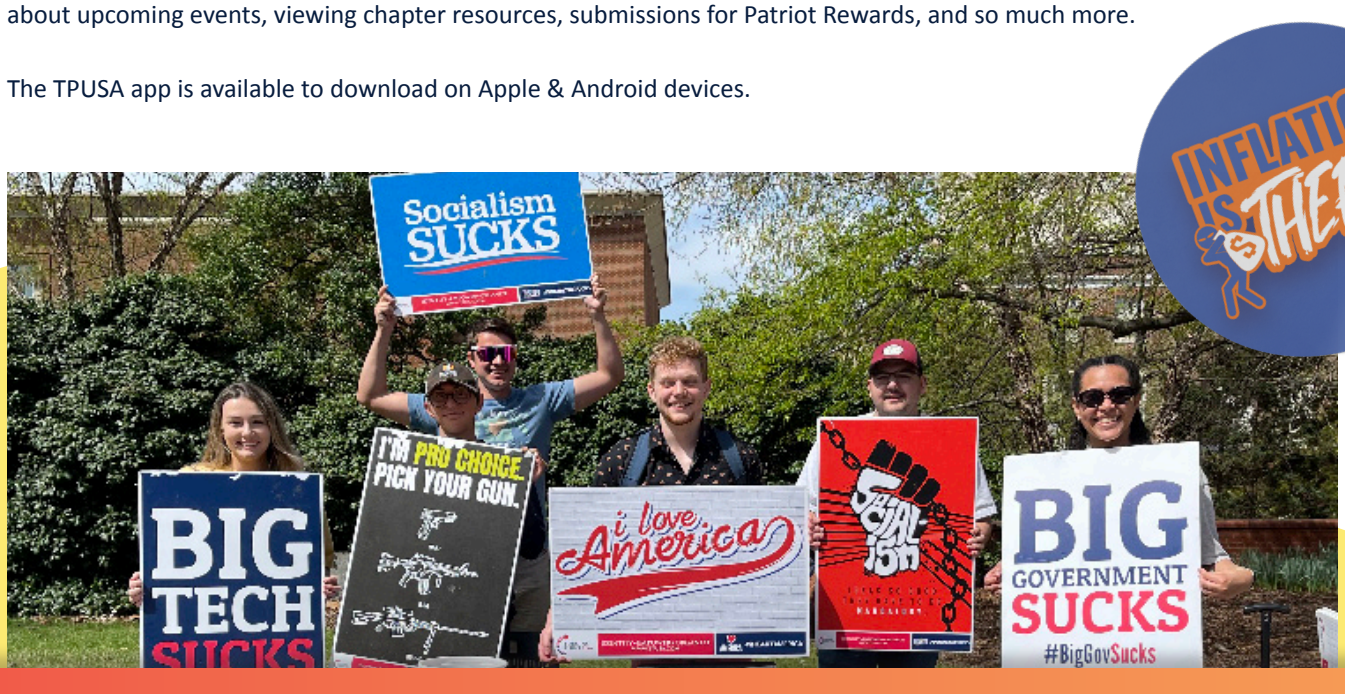
Please allow at least **TWO (2) WEEKS** for design, and an additional week for printed posters and flyers to be delivered. **It is imperative that graphic requests are filled out to completion, and well ahead of time.**

Only **ONE** round of edits can be made!

TPUSA APP

The official Turning Point USA app is your one-stop-shop for signing up new chapter members while tabling, being notified about upcoming events, viewing chapter resources, submissions for Patriot Rewards, and so much more.

The TPUSA app is available to download on Apple & Android devices.



SOCIAL MEDIA GRAPHICS

Turning Point USA offers a wide range of pre-made social media graphics, including cover photos, gifs, profile images, and post graphics. These graphics can be used on chapters' social media accounts. To download these graphics please visit **tpusa.com/downloadsocialmediagraphics.**

ACTIVISM GRANTS

Turning Point USA offers activism grants to high school and college chapters, and other like-minded student groups. Activism grants from TPUSA range from $100 - $2,500.

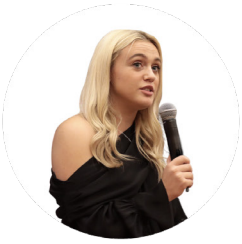
TPUSA activism grants can be used for activism supplies, bringing a speaker to campus, hosting an event, and more. To learn more about our process or to request an activism grant please visit **tpusa.com/activismgrants.**

Refer to the "Fundraising For Your Chapter" section for tips on getting your activism grant approved.

For smaller funding requests (for example, $50 to have pizza at your meeting, or $75 for a free speech ball), chapter leaders are encouraged to contact their Field Representative who has a budget for day-to-day chapter expenses. Funding from Field Representative is available on a first-come, first-serve basis.

CAMPUS SPEAKERS

TPUSA offers a wide range of speakers that chapters can invite to campus. A complete list of speakers can be found online at **tpusa.com/speakersbureau.** Chapters are permitted to invite speakers who are not on the list, provided that they are approved by TPUSA HQ.


ISABEL BROWN

JOBOB

STEPHEN DAVIS (MAGA HULK)

PAIGE ROUX

ANTHONY WATSON

The form to request a speaker on campus can be found at **tpusa.com/requestaspeaker.**

The best types of speakers to bring are people who can speak to the importance of free markets and capitalism, and/or educational speakers who have insight to give on a relevant topic or current event. Speakers who represent campaigns and/or people who are currently running for a political office will never be approved due to TPUSA's 501(c)(3) status.

ONLINE RESOURCES

Turning Point USA offers many additional resources online including a PDF of this handbook, activism ideas and instructions, free downloads, checklists, and more. To access these resources please visit **tpusa.com/studentresources.**

MAINTAINING YOUR CHAPTER

CREATING A CHAPTER PLAN & SETTING GOALS

Before the start of every semester, your officer team should meet to set plans, priorities, and goals. We recommend hosting at least one major event each semester, planning at least one trip to a TPUSA conference, and organizing several activism and/or tabling events.

Be sure to select realistic, attainable goals. If you try to take on too much, your club will be stretched too thin. If you don't solidify plans early enough, nothing will get done. Take the time to develop a definitive plan and delegate tasks immediately.

Having a plan and realistic goals should motivate your members. Be sure to share your vision with them and allow them to play a role. Whether your goal is to grow your club by 50 members or bring a big name speaker to campus, find a way for your members to get involved. Planning a trip to a TPUSA conference is a great way for everyone to get involved with the national organization -- There is no limit to how many members can attend, and TPUSA HQ may be able to help make travel more affordable for your club.

CONSISTENT RECRUITMENT

The key to building and maintaining a successful chapter is to consistently recruit and expand your membership base. Your club is only as strong as its members, and it is in your interest to have as many members as possible.

One of the primary ways to ensure that your club is always growing is to consistently recruit new members while tabling and hosting activism events. Whenever you organize a chapter activity such as a meeting or event, be sure to have the TPUSA APP open on phones or tablets, a clipboard with a sign-up sheet, or sign up cards ready to go (you can download free sign-up sheets from the TPUSA website). Never miss out on an opportunity to recruit new members.

TABLING TIPS & STRATEGIES

TPUSA encourages every chapter to table on a regular basis. Tabling allows you to educate your peers about important issues, initiate powerful public policy discussions, recruit new members for your club, and have a great time with your members.

Below are some tips to make your tabling experience as positive and effective as possible:

ORGANIZE A TEAM OF ACTIVISTS TO HELP YOU.

Tabling is a lot to take on by yourself. Before you organize your tabling event, find a core group of activists to help you. Effective tabling usually requires at least 2-3 people. If you plan to table for several hours, you may want to schedule shifts so that the table is staffed throughout the day and your team doesn't get tired.

TPUSA Field Representatives are happy to help you table on campus (they'll even man the table for a few hours if your members need to head to class). Feel free to invite your Field Representative table with you.

PICK A GOOD LOCATION.

It's important to select a high-traffic area on campus to set up your table. Some common areas include the quad, the student union, high school lunchroom, or outside a popular academic building. It is best to table when students are in class. We recommend tabling between the hours of 9am and 3pm. For high school, before the first bell, during lunch, or directly after school.

Some high schools may try to limit the times and amount your club can table. Be sure to look up school policies and work with your Field Rep on any issues the school may give you.

Many TPUSA chapters choose to challenge or speak out against Free Speech Zones or tabling restrictions (petitioning to eliminate the zone, organizing a pro-free speech campaign, etc.).

If you would like help challenging restrictive tabling rules on your college or high school campus, be sure to contact your local Field Representative.

BE PREPARED WITH THE PROPER SUPPLIES.

Effective tabling requires the right supplies. TPUSA offers a wide variety of free tabling supplies such as sign-up cards, posters, buttons, rally signs, stickers, giveaways, and informational flyers and booklets. You can order these supplies by ordering an Activism Kit at **tpusa.com/activismkits**. Please allow one week for delivery.

If you're tabling at a big event like your school's annual organization fair, be sure to have hundreds of giveaways, posters, buttons, and stickers. You will go through materials faster than you can imagine! If you need additional supplies, feel free to contact your Field Representative.

BE SURE THAT YOUR MEMBERS ARE WELL-VERSED IN POLICY/TALKING POINTS.

Prior to tabling on campus it is important to ensure that your activists are well-versed in the issues that you will be discussing. Nothing is more unprofessional (or damaging to our movement) than having unprepared activists making illogical arguments.

Do your research ahead of time so that your team is well-versed and prepared to discuss and debate the issues. Develop a few talking points for everyone to use so that your message is uniform. Be sure to communicate these talking points to everyone who will be tabling. If you're short on time, ask your members to watch a quick video on the topic (videos by TPUSA, Learn Liberty, and PragerU are great for this).

HAVE SIGN-UP SHEETS READY TO GO AND EASY TO ACCESS.

As you are tabling, you will meet students who express interest in the cause and/or the club. Be sure to make these students a top priority and collect contact information (name, phone number, and email). You can collect sign-up information using the TPUSA APP on a phone or tablet, sign-up sheets, or sign-up cards. Whatever you do, make sure that your sign-up method is reliable and easy to use.

STAND IN FRONT OF YOUR TABLE.

Stand in front of your table as you engage students. It is easier to engage people in conversations if you're able to approach them (respectfully, of course).

Think of engaging questions that you can ask students as they pass your table. Some questions we suggest include:

- "Do you love freedom?"
- "Do you think big government sucks?"
- "Do you love capitalism?"
- "Have you heard about our new club?"
- "Would you like a free sticker?"
- "Have you heard about our event happening next week?" or "Did you get a ticket to our event yet?"

Be friendly and cheerful to everyone who walks by, even if they disagree with you. It is hard to ignore people who are friendly and kind.

PUT YOUR PHONE AWAY.

Unless your phone has the TPUSA App up and ready to receive a sign up, your phone should be put away at all times. Students will be much more willing to talk to your team if cell phones are away and everyone looks approachable.

FOLLOW UP IMMEDIATELY WITH YOUR NEW MEMBERS.

After tabling be sure to enter each new sign-up into your membership database. Once you have entered the new sign-up information, be sure to follow up with a text or email inviting them to a meeting or event. It is important to follow up within 24 hours before people lose interest or forget their interaction with your members.

PLANNING & EXECUTING SUCCESSFUL CHAPTER MEETINGS

Throughout the semester you may need to host general membership meetings to conduct chapter business and prepare for upcoming events.

It is important to make your meetings interesting and worthwhile. If students feel that meetings are boring they will stop showing up.

SELECT A GOOD VENUE

Select a date and time that works well for your officer team. Check your school & local events calendar to make sure your meeting doesn't conflict with any major campus-wide or community events.

When selecting a venue, consider your expected attendance and the audio-visual equipment you will need (projectors, screens, etc.). Be sure to pick a room that you know you can fill with people. Standing room only is better than empty chairs. Smaller rooms also offer more opportunity for members to socialize and get to know each other before and after the meeting.

If possible, select a meeting location in a well-known, central location on campus. If your meeting room is hard to find, plan to hang up signage so people can easily find the room.

PROMOTE YOUR MEETING

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Sending an email (every week and on the day of your meeting) to everyone in your membership database
- Sending follow-up text messages to everyone in your membership database (personal follow-up is highly effective)
- Handing out flyers and/or hanging posters to promote your meeting
- Chalking about your meeting on a high-traffic sidewalk

Meetings are a great way to get new members involved. Always encourage your members and officers to bring a friend.

GATHER THE RIGHT MATERIALS

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Signage for outside the meeting room
- Sign-up sheets to collect names, emails, and phone #'s from all attendees
- A/V equipment (if needed) to show slides and/or videos during the meeting
- "What is TPUSA?" Slides (if it's your first meeting and/or a new member meeting, download a template from the TPUSA website and customize the presentation to fit your chapter's needs)
- TPUSA giveaways (buttons, stickers, rally signs, etc.)
- Snacks and drinks

PREPARE AN AGENDA

It's important to prepare your meeting agenda ahead of time. Meet with your officer team to develop a list of everything that needs to be covered. Check out our Sample Chapter Meeting Agenda for ideas on what to include.

We recommend making sure that every officer gets a chance to talk (no one wants to hear one person talk for 45 minutes). As you plan your agenda, be sure to designate who will lead each activity and presentation.

The ideal chapter meeting is 30-45 minutes in length. Be sure to set time limits on each activity so that your meeting stays on time.

CHAPTER MEETING IDEAS

Host meetings often! Consistency is important, either once a week, bi-weekly, or monthly. Remember to always keep meetings fun and engaging, so consider these ideas below and ask your Field Representative for assistance and further ideas if needed.

CURRENT EVENTS: Using a presentation, video, or games, go over events happening locally or nationally in a non partisan fashion - just present the facts. Always allow for discussion and be open to all viewpoints of chapter members.

Weekly activism theme meeting: use the activism theme for the week to brand your entire meeting. Create a presentation including facts and short videos. Include a game, such as a Kahoot, to engage your chapter members.

DEBATE: Offer an opposite opinion group to debate with one or several of your chapter members on a topic relating to our activism themes. Have them invite their chapter members to attend and ask your Field Representative about providing food!

GUEST SPEAKER: Have a local community member attend your meeting to discuss getting involved in your community, such as internships, voting, etc. Or they can discuss their professional life and share their experiences.

GAME NIGHT: Turn one of your meetings into a fun game night. Games can range from conservative-themed Jeopardy/trivia, Heads Up app with a political theme, and scavenger hunts. Consider offering prizes for a winning team or person!

SOCIAL MEETING: Host a meeting that focuses on creating social bonds between chapter members, aka have fun! Consider going bowling, laser tag, axe throwing, holiday themed meetings, movie nights, and many more! This should at least be hosted once a month.

THIS OR THAT DISCUSSION: Great ice breaker activity to consider for first or second meetings. Create a presentation with topics that are widely contested such as drug legalization, border security, and pineapple on pizza. Have everyone stand on one side of the room to agree, the other to disagree. Keep it fun and engaging to learn and hear from everyone!

FOLLOW-UP AFTER THE MEETING

After your meeting, be sure to add all new members to your membership database. If new people attended, designate an officer to send a personal follow-up/welcome message to the new members. A sample message is below:

Hey {Name}!
Thank you for coming by our TPUSA meeting last night! It was great to meet you!
I'll be tabling with TPUSA on Monday from 1:00pm-3:00pm. If you're available, I'd love for you to stop by so I can tell you more about some events we have coming up!
We're having our next meeting on Thursday, May 4th at 7:00pm in McCormick 301. Will you be able to make it?

Thanks again for coming! I hope to see you soon!

SAMPLE CHAPTER MEETING AGENDA

I. Sign-In Reminder
   A. Ask members to sign-in as they arrive. Remind members who didn't sign in to do so before the meeting starts.

II. Officer Introductions
   A. Introduce the officers.

III. Chapter Update
   A. Provide a brief update on the activities of the chapter; summarize the success of previous events and recognize the people who made those events possible.
   B. Promote upcoming events and activities.
   C. Invite members to sign up for committees, tabling shifts, and upcoming events.
   D. Invite members to suggest ideas for upcoming events or activism initiatives.

IV. Speaker/Main Activity (ideas below)
   A. Bring an educational speaker to your meeting to lead a public policy discussion.
   B. Organize a debate, panel, or video screening/discussion.
   C. Discuss talking points for an upcoming tabling event. Ask members to contribute ideas.
   D. Divide members into groups to help make protest signs, hang up promotional posters, or chalk the sidewalks for an upcoming event.

V. Closing/Swag Giveaway
   A. Take a group picture to document your meeting.
   B. Close the meeting and invite members to take TPUSA swag on their way out.

DEALING WITH PUSHBACK ON CAMPUS

It's no secret that college & high school administrations are not always friendly to conservatives. If you ever feel that your club is being treated unfairly by your school, a faculty member, and/or the administration, please reach out to your Field Representative immediately. We will review the facts and advise you on next steps.

When organizing activism on campus, be sure to remember your first amendment rights. You and your members should be allowed to freely discuss ideas and principles anywhere on campus, especially on public university or high school campuses. TPUSA is here to help and support chapters that face pushback on campus. If you have any questions or would like information about how TPUSA can help, please reach out to your local Field Representative and/or contact **hq@tpusa.com**.

WORKING WITH LIKE-MINDED GROUPS

Turning Point USA recommends reaching out to like-minded groups on campus that may have a similar mission and/or message. While each student group on your campus has a different purpose, there may be opportunities to work together on events, recruitment, and activism initiatives.

At minimum, you should introduce yourself and your officer team to the leadership of like-minded organizations on your campus. If you are unsure of how to find other groups, start by reviewing your school's Club/Organization List, which is usually found on your school's website.

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CAMPUS EVENTS & ACTIVISM IDEAS

COMMUNITY IMPACT

Working with your community can have many rewarding aspects, such as showing your club cares for your community's future! Not only that, but you'll likely strengthen the support system from the community, expand your chapter's activism network, increase fundraising potential, and grow event attendance. Work with your Field Representative to connect with non-student, like-minded groups in your community, as they are versed in the best ways to do this.

WHERE TO START:

- Seek like minded non-student groups to connect with.
- Ask to attend their group meetings, potentially tabling with your Field Representative.
- Request to speak at their next meeting to share chapter updates and consider inviting the group to your next event and our national conferences.

TPUSA'S NATIONAL ACTIVISM CAMPAIGNS

Each semester, Turning Point USA organizes a series of national activism campaigns. Examples of past campaigns include the "Socialism Sucks" campaign, the "Free the First" campaign, and the "Big Gov Sus" campaign.

During each campaign, chapters across the country join together to promote a specific issue, policy, or message on their campus. TPUSA's national office issues a newsletter, and features the events and activism initiatives being planned by local chapters. Chapter members who are participating in the national activism campaign will have the opportunity to give a quote and/or be part of media interviews.

There are numerous ways that a chapter can participate in one of TPUSA's national activism campaigns. You can hang up signs, bring a speaker to campus, promote the topic while tabling, host a film screening, or organize another event that relates in some way. There is no limit to what you can do!

Chapters are encouraged to be part of each campaign, but participation is never required. If our campaign is "Socialism Sucks" you're still free to talk about the 1st amendment, healthcare reform, or whatever issue you prefer. Our campaigns are a guide, not a requirement.

By participating in our national activism campaigns you will be joining hundreds of clubs across the country who are advocating for the same issues and principles on their campus.

ACTIVISM IDEAS

As a TPUSA Students chapter, you are required to host one activism event each semester. While a basic tabling event would fulfill this requirement, many chapters wish to do more than that.

Some of the most popular events and activism initiatives organized by chapters are described below. If you need help executing any of these events, please feel free to contact your Field Representative.

FREE SPEECH

Free Speech is probably one the most important topics and the most relatable to fellow students on campus! Here are a few of the easy ways you can have free speech activities on your campus: A Free Speech ball, an inflatable animal, or a wall. All of these options are for students to express their right to Freedom of Speech. While tabling or in an open space, have students write whatever they want or propose a question, such as "What do you think about (a popular hot topic)". Gather photos of students writing down their option and grab the students contact information before they are allowed to write.

What Is Needed:

- ***Free Speech Ball:*** work with your Field Rep to find the best option to purchase a large (at least 4ft) beach ball.
- ***Inflatable Animal:*** similar to a free speech ball, this is a fun way to bring more attention to your display. Online you may be able to find large inflatable animals (at least 4ft tall) such as unicorns.
- ***Free Speech Wall:*** gather old boxes or purchase new ones, tape, and a roll of craft paper. Construct the boxes at least 4ft tall and tape them together, then add the craft paper on top to complete your own wall.

How Much: Can cost anywhere from $30-$50. Funds may be drawn from your school sponsored student funds, a local supporter, or through a TPUSA activism grant.

How Many Volunteers Needed: At least 2 chapter volunteers should be present

YOUR HOLIDAY ON SOCIALISM

Harness the spirit of holidays like Halloween and Thanksgiving to enlighten your peers about the perils of socialism. These occasions provide prime opportunities to engage creatively and educate others on the detrimental effects of socialist ideologies.

What Is Needed:

- ***Halloween Graveyard Display:***
  Create a chilling graveyard setup, symbolizing the victims of socialism. Utilize 4-6 foam tombstones, readily available at costume or Halloween stores. Affix statistical data about socialism onto these tombstones, either through paper information or painted details. This visually impactful display serves to inform your peers about the dangers inherent in socialist systems.
- ***Thanksgiving Comparison Display:***
  Organize a dual display contrasting Thanksgiving under capitalism with Thanksgiving under socialism. Set up two tables: one representing the abundance of a capitalist Thanksgiving, and the other portraying the scarcity and desolation characteristic of socialism.
    - ***Capitalism Thanksgiving Display:*** Decorate with fall motifs, a faux turkey, and other items exemplifying the richness of capitalism.
    - ***Socialism Thanksgiving Display:*** Use items that evoke emptiness and deprivation, such as fake bugs, cobwebs, and barren table settings.

How Much: Budget between $30-$70 for materials. Reach out to your Field Representative for potential assistance with costs or explore options for obtaining an activism grant if school funding is unavailable.

How Many Volunteers Needed: Aim to have 2-4 volunteers present to assist with setup, management, and engagement during the event.

Harness the power of these holiday-themed displays to spark conversations and raise awareness about the dangers of socialism. Remember to think creatively and leverage your imagination to effectively convey your message to your peers.

HONORING PUBLIC SERVICE

From firefighters to Veterans there are so many local public service heroes who rarely get the recognition they deserve. You and your chapter can work together to honor these service members to say thank you for the sacrifices they made and continue to do. Writing letters or setting up memorials are just a few ways you can show your thanks and bring students together to do it!

What Is Needed:

- Cards or paper to write letters to public servants on.
- Mini American flags that can be placed on lawns in memory of lost service members.
- School Permission (if conducted on school grounds)

How Much: Can cost anywhere from $10-$30. Consult your Field Representative for details on how they can assist with the costs.

How Many Volunteers Needed: Writing letters to veterans can have as little as 2 volunteers present, but for larger activities like placing miniature flags around campus, as many as 5 can be needed to complete in a timely manner.

VOTER REGISTRATION DRIVE

Voter registration is the first step for students to become civically engaged. Voter registration drives are an important activity for TPUSA chapters to do to serve your community or school body. To have a successful voter registration drive, make sure to choose a location where there's foot traffic, such as a hallway at your school or at an outside event in your community. Make sure to bring a paper ballot or have a computer do online registration. Make sure to take activism photos and post your voter registration drive on your chapter's social media!

What Is Need:

- Knowledge of state voter registration laws. These laws vary by state, but many states allow high school students under 18 years old to pre-register to vote. Research your state laws and consult your field representatives.
- TPUSA voter registration forms or access to digital registration if available in your state. You'll also need a computer or laptop for registration.
- Table and TPUSA Voter Registration materials.
- School permission (if conducted on school grounds).

How Much: Voter registration drives can be organized at no financial cost. Consult your field representative for details!

How Many Volunteers Needed: A voter registration drive should have at least 2-3 volunteers capable of registering individuals to vote, but more volunteers are always beneficial!

INTERACTIVE ACTIVITIES

Engage with the campus community through dynamic interactive tabling events aimed at creating a buzz and enticing students to your club's booth. Infuse the excitement of entertaining activities with pertinent political discussions, fostering both enjoyment and awareness. This approach not only captivates students but also provides a window into your club's essence and purpose.

What Is Needed:

- ***Dunk Tank*** - Raise awareness about the national debt by advertising "Drowning in Debt." Find a central spot on campus and get in contact with a local party rental company, renting a dunk tank. These can cost anywhere from $150-$800 to rent for the day. Have a chapter leader get in the dunk tank, and have other volunteers ask students walking by to answer one question about the national debt correctly to have the chance to dunk the chapter leader! You can find trivia online about the National Debt. This could also be applied to the subject of socialism by changing the title and trivia focus to "Dunking on Socialism" Make sure you have music playing and a table set up near the dunk tank with standard TPUSA materials and a place to sign up for more information on the club.
- ***Buck Big Gov*** - Bring a Mechanical Bull on campus by working with a local rental company to host an activism event focused on why Big Gov Sucks. These rentals can range from $200-$2000 for the day. Gather "Big Gov Sucks" activism materials and set them up around the mechanical bull, and have volunteers ready to recruit students to come ride the bull. Make sure you have music playing, and a TPUSA Get Involved table set up nearby to allow students to sign up for more information about the club.

How Much: These events can vary from $100-$2000

How Many Volunteers Needed: Interactive Activities should have at least 3 volunteers present at all times, at least one person to run the activity, one person to sign interested students up for the club, and one person to fill in wherever needed between those two groups.

Interactive activities like these are a great way to have fun with your club team members, and become more visible on your campus, drawing new members in to become and stay politically involved!

FOOD ACTIVISM

Students love free food! Use the offer of free food or candy as a draw over to the table, where you can talk to them more about what TPUSA does on your campus, and how they can get more involved!

What Is Needed:

- ***Freedom Floats*** - Gather supplies to make root beer floats on campus! Hand out free root beer floats and talk to students about TPUSA to get them involved on campus. You can find boat themed supplies at dollar stores or online, such as inflatable ships, floaty toys, or pirate hats! Make sure you have freedom-themed activism materials on hand!
- ***Socialism is for Suckers*** - Buy lollipop candies and have them on the table to hand out. This is a great tabling event to combine with our "Socialism Sucks" activism materials! Talk to students about why we at TPUSA believe that Socialism Sucks, and get them signed up to get more involved.
- ***Dunkin on Socialism*** - Hand out Dunkin Donuts to interested students who stop by the table, talk about why we believe that Capitalism should be promoted, and why we should stay away from socialism. If this resonates with the student, sign them up to come to the next chapter meeting!

How Much: These events can vary from $10-$100

How Many Volunteers Needed: Food Activism Events should have at least two volunteers at the table to help attract students to the table and sign up interested students.

Food Activism events are perfect for any campus, and relatively easy to put together. On a campus where you may not be allowed to host something larger, food activism is a great way to still be publicly promoting your chapter and having fun!

TAXATION IS THEFT

Taxes can be one of the hardest topics for students to understand, but by utilizing fun activities the education you provide can be easy to understand. These suggested activities will help you teach others about tax rates to government spending, all of which helps them be more informed citizens!

What Is Needed:

- For simpler taxation related events like “Taxation is Shady” all you need are pairs of sunglasses to hand out on campus.
- For events like “Taxation Cornhole” you will need materials like portable cornhole and labels for the different departments that tax dollars can go to for each hole.
- Individually wrapped twizzlers and a pair of scissors are all you will need for “Twizzler Tax Rates” where you will cut the length of the twizzler by the amount of the tax rate the student recommends.
- There are no cost taxation related events like “Guess Who Pays The Most In Taxes” where all that is needed is a poster with printed out photos of various careers from tech founder to mailman for students to guess with.

How Much: These events can vary from no cost to $50. Consult with your Field Representative for details on how they can assist with cost.

How Many Volunteers Needed: These types of activism activities should have at least 2 volunteers to assist with the interactive components and signing up interested students.

CAMPUS EVENTS

FILM SCREENING

Film screenings are a great way to draw people into your club that are not familiar with TPUSA and not typically involved in activism events. Movie screenings also double and social events where members of your club can bring their friends and meet new people.

Select a film that relates to current events, capitalism, elections, history, or free market values.

Prior to the event, be sure to reserve a space that will accommodate your anticipated audience. If possible, select a space that has comfortable seating (lounge chairs as opposed to desks).

Next, plan out an agenda for the movie night. It is important to have someone introduce the movie and explain why your group selected to show this particular film. You may wish to host a discussion before or after the event to talk about the themes and draw a connection between the story and our values.

On the day of your movie screening, arrive early to set-up the room, put out snacks for your guests, and test your movie. As students arrive, collect their contact information so you can follow up about future activism events hosted by your group.

WATCH PARTY

A watch party is a great way to get your members engaged in current events. To start, select an upcoming debate to watch (this could be Presidential debates, local debates, etc.). Find out what time it will start and what channel will be showing it and/or if it will be available to watch and stream online.

Once you confirm a date and time you can start to plan your event. First, you will need to reserve a space to watch the debate. Be sure that you will have access to a TV with cable, or a projector and computer if you plan to stream the debate from the internet. Try to find a room that has comfortable seating (couches as opposed to desks). If your budget allows, it is a good idea to offer food at your event.

When all logistics have been confirmed, start to advertise for your event. You can do this by sending emails to your members, hanging posters around campus, and handing out flyers to students as they walk to class. You may also consider inviting like-minded student groups to invite their members. Be sure that all advertisements include the date, time, and location of your debate watch party, and mention free food if you're offering it.

On the day of your debate watch party, arrive early to test the TV/projector and set up the room.

PROFESSOR DEBATES/STUDENT DEBATES

Hosting a debate (between professors, experts, students, etc.) is a great way to spark a thought-provoking conversation on your campus.

First, determine your debate topic. Examples include: Socialism vs. Capitalism, School Choice, or The Future of Healthcare in America.

Next, select your debate guests (or teams). Be sure to pick people that are equally qualified to represent each

side (you don't want a professor debating a student). You will also need to find a moderator. We recommend a student from each side, or a professor.

Prior to the debate, you will need to determine the debates rules, guidelines, and structure. Be sure to communicate these details to your debate participants and verify that everyone agrees to the terms. If possible, allow representatives from the opposing side to be part of the planning process.

Promote your debate (refer to the "How to Host a Successful Event" checklist provided in this Chapter Handbook). If you have professors involved, they may be willing to offer extra credit. Consider reaching out to your Student Government Association to see if they would promote the event as well (SGA's are much more willing to promote and/or sponsor fair and balanced events like debates).

On the day of your debate, arrive early to set up the room. Be sure to have a table, chair, and microphone for each debate participant, as well as a table and chair for your moderator.

HOST A SPEAKER ON CAMPUS

TPUSA offers a wide range of speakers that chapters can invite to campus. A complete list of speakers can be found online at **tpusa.com/SpeakersBureau**. Chapters are permitted to invite speakers who are not on the list, provided that they are approved by TPUSA HQ.

Prior to inviting a speaker, be sure to have your chapter finances in order. Consider the cost of the speaker's honorarium and travel expenses, as well as miscellaneous event expenses such as food, A/V equipment rentals, and advertising costs. See the "Fundraising For Your Chapter" section of this Chapter Handbook for advice and guidance on acquiring funds.

A complete overview of how to prepare for a campus-wide event can be found in the "How to Host a Successful Event" section of this Chapter Handbook. Abbreviated instructions are provided below.

Once you've decided to host a speaker on campus, select a date and venue. Check your school calendar to make sure there are no major conflicts, and be sure to pick a room that you know you can fill (bigger isn't always better). Standing room only is better than empty seats. You'll need to reserve the room a few hours before your scheduled start time so you have time to set-up. Assume that set-up will take at least one hour.

Prior to your event, you will need to coordinate logistics with the speaker (travel plans, A/V requirements, specific requests, etc.). You'll also need to plan an agenda for your event and designate someone to introduce the speaker.

The most important aspect of preparing for your event is advertising. Be sure to follow the steps in the "How the Host a Successful Event" checklist. Consider inviting TPUSA leaders from nearby schools. Encourage each officer to bring a minimum of five friends.

On the day of your event, arrive early to set-up the room. Be sure that the TPUSA logo and/or general TPUSA branding is incorporated into the backdrop. Test any A/V equipment that you're using (microphones, sound systems, etc.). Be sure to collect contact information from every attendee. Events are a great way to get connected with prospective members!

Whenever a chapter hosts a speaker on campus, TPUSA will assign a Field Director or Regional Director to oversee the event and support your chapter. The TPUSA staffer will ensure that you're taking full advantage of all the resources offered by TPUSA and that you're on track for a successful event.

COMMUNITY EVENTS

Be a force for good locally by hosting an event with your community! Examples include beach/park cleanups, tree planting, food/coat/blood charity drives, thank you cards for public service workers (like police, veterans, rescue workers), US flags placement during patriotic holidays, and many more!

- Pick the community project you want to take on as a chapter
- Reach out to your Field Representative and any group that you're considering working with - such as an on-campus club or community group.
- Plan a date to host your event!

HOW TO HOST A SUCCESSFUL EVENT

Planning an event can be a daunting task, but TPUSA is here to help! The checklist below is designed to help you organize and execute a successful campus-wide event. The event planning process takes several weeks, so be sure to start early.

STEP 1: SET GOALS

6-8+ Weeks Before Your Event

Meet with your officer team to determine the following:

- What is the purpose of your event?
- What impact will your event have?
- What do you want to get out of your event?
- What does success look like to you?
- What is your expected event attendance?

Be sure to set realistic goals. If you've never hosted an event before, expecting 300+ people to come for a speaker most people don't know isn't realistic. Set goals that you know you can achieve, and involve your Field Representative early in the process.

STEP 2: PLAN

4-6+ Weeks Before Your Event

Meet with your officer team to determine the following:

» Discuss the event with your TPUSA Field Representative.
- Tell them your goals.
- Let them know where you need the most help.
- In most cases, your Field Representative will connect you with a Field Program Administrator from TPUSA HQ. This person will be your go-to for questions, resources, and advice.

» Build a team of activists to help plan and execute the event. It is important to have at least 3-4 people who can dedicate time and help you complete this checklist.
- Your team doesn't need to be exclusively chapter officers; allow chapter members to take on a leadership role.
- Assign specific tasks (from this checklist) to each team member. Write down each person's assignments so you have a record.
- Assign someone to manage the event and ensure all delegated tasks are getting done. This person should "trust, but verify."

» Develop an event budget. Be sure to account for:
- Venue Rental Fees
- A/V Equipment Rental Fees
- Food/Beverages
- Advertising (printing, online ads, etc.)
- Honorariums/Travel Expenses (if you're having a speaker)
- Materials and Supplies
- Invite the speaker AFTER you confirm that your finances are in order.

» Develop a plan to raise sufficient funds. Refrain from committing to expenses you may not be able to afford.
- Request funding from student government
- Request activism grants if you plan to apply for them
- Find local or state donors

» Select a date and time for your event.
- Verify that the event date does not conflict with major campus events (check your school's calendar).
- Pick a date that isn't too close to fall/spring break, midterms, or finals.
- Coordinate with key players (speakers, partner organizations, officers, etc.). Make sure the date works for people who need to be there.

» Invite the speaker and confirm his/her attendance (in many cases, TPUSA will handle all of this for you).
- Confirm the details of the speaker's participation.
  - Will he/she talk then answer questions?
  - Do you want to offer a meet and greet?
  - Do you want to have a photo line-up?
- Ask the speaker if he/she requires A/V equipment and/or plans to show slides.
  - If the speaker has slides, ask for the files ahead of time so you can test them on the day of your event.
- Ask the speaker for day-of contact information.
- Coordinate travel reservations if applicable.

» Reserve a venue for your event.
- Pick a space that accommodates less people than you expect. Standing room only is better than empty seats.
- Pick a central, well-known location on campus.
- Be sure that you request the space at least 90 minutes prior to your event start time so you have time to set up.
- If you plan to offer food, be sure that the venue allows food in the event space.
- Submit A/V requests to your venue if applicable (microphones, projectors, etc.).
- Send the room set-up requests to the venue coordinator at your school. Specify if/when you need the following:
  - Chairs
  - Easels
  - Tables
  - Podiums
- Plan a way to incorporate TPUSA branding into the backdrop/stage (project the logo on a projector screen, use banners, etc.).

» Place an order for food/beverages if you plan to offer them.
- If ordering outside food, be sure food is allowed. Some schools require student groups to order from in-house catering.
- Assign someone to pick up the food if it isn't being delivered to the venue.
- Assign someone to buy/bring "extras" like plates, napkins, cups, and cutlery.
- Verify that you'll have tables for the food. If your event is taking place in a theatre or auditorium, you may need to make a special request for tables.

» Develop an agenda for your event.
- Determine when doors will open and who will introduce your speaker.
- Plan a time for a group picture.
- Plan a time for a reception/photo line-up (if applicable).
- Determine if/when you'll make chapter announcements.
- Determine how you'll run Q&A (if applicable).
- Share your agenda with your team.

» Consider adding security for your event (or asking your speaker(s) and your school if they require it). Security can be a large hidden cost and sometimes the school will not tell you that they require it until a few days before.

» Gather materials that you'll need for the event.
- TPUSA Giveaways (rally signs for each chair)
- TPUSA Sign-Up Materials (every attendee should sign-in)
- TPUSA Branding Materials (posters for the main stage, etc.)
- Ask your Field Representative, or TPUSA HQ for additional branding items (photo back-drop walls, pull-up banners, etc.).
- Food/Beverages (and serving supplies and cutlery)
- Signage (for doors, entryways, etc.)

» Assign roles to your team for the day of your event. Consider assigning members to:
- Greet/pick up the speaker
  - Even if the speaker is reporting directly to the event venue, designate an officer to greet him/her and escort the speaker backstage.
- Set up for the event
  - Place TPUSA giveaways on every chair
  - Set-up the check-in/sign-up table
  - Set-up a TPUSA informational table
- Manage check-in/sign-ups at the door
- Staff the TPUSA Information table
- Emcee the event and/or introduce the speaker
- Run audience Q&A
- Set-up and serve food
- Take pictures and document the event
- Broadcast the event live on a social media platform
- Clean up after the event

STEP 3: ADVERTISE

3-4+ Weeks Before Your Event

» Request a graphics package and/or a promotional video from TPUSA HQ.

» Create an Eventbrite page or Google form if you're offering tickets.
- Include the event date, time, location, and other pertinent details. Use Canva to create graphics (or request graphics from TPUSA).
- Invite all of your friends to attend the event.
- Ask your officers and members to invite all of their friends to attend the event.
- Email your members with a link to the event sign up. Ask them to RSVP.
- Share the event on your chapter's social media pages.
- Ask like-minded organizations to share on their social media.

» Email & Post with weekly reminders.
- Email your membership once per week to remind them of your event. Include a graphic with the date, time, and location so the details are easy to find. Post on social media weekly and be sure to tag chapter members and any like-minded groups.

» Ask each officer to commit to bringing 5 friends.
- Ask each officer to submit names, emails, and phone #'s for their confirmed RSVP's. This will give you "guaranteed" attendance.

» Reach out to like-minded groups.
- Invite them to attend your event and/or co-sponsor (co-sponsoring leads to higher turnout).

- Ask them directly to email their membership and/or mention it at a meeting.

» Ask teachers & professors to help you advertise the event.
- Email the Political Science, Economics, Business, and other like-minded departments with a flyer for your event. Ask them to circulate it to students and post it in their offices/classrooms.
- Ask teachers & professors that may have an interest in your event (Political Science, etc.) if they would be willing to offer extra credit and/or encourage their students to attend. Attach a flyer with all relevant event details.

» Cover your campus in posters (remember that TPUSA will design and provide posters for events with expected attendance of 50+). Hang posters around campus on bulletin boards, walls, windows, and inside classrooms. Replace posters if they get taken down.

» Create a promotional video for social media and run ads with the video (remember that TPUSA will design and provide a promo video for events with 100+ expected people).

» Chalk your campus with event details. Cover all high-traffic sidewalks and walkways.

» Hand out flyers/table.
- Distribute flyers with event details to students as they walk by. This becomes more effective as the event gets closer.

» Get the event posted on your SGA calendar and/or TV screens on campus.
- Ask SGA for access to any and all promotion avenues they may offer.

» Reach out to Greek Life on campus. Offer to give out service hours to students who help with your event.

» Invite activists from local TPUSA chapters. If your school allows outside guests, encourage TPUSA members from other chapters to attend.
- Contact TPUSA HQ if you need help finding contact information.

STEP 4: EXECUTE

Days Leading Up To + Day Of Your Event

» Send a day-of reminder to your email list and like-minded groups.

» Personally text or social media DM each RSVP to confirm that they're attending.

» Arrive early to set up your event space.

» Test all A/V (microphones, video sound, projector quality, etc.).

» Take pictures of your event. Post the best pictures on social media.

» Collect contact information from everyone who attends your event.

» Import sign-ups from your event to your chapter membership database. Email all attendees to thank them for attending.

TPUSA'S CAMPUS SPEAKER POLICY

Turning Point USA requires that chapters request approval from TPUSA's national office prior to hosting a speaker on campus. TPUSA must approve the event before the chapter books the speaker.

The application for hosting a speaker on campus can be found at **tpusa.com/requestaspeaker**. Turning Point USA has a Speakers Bureau with 50+ pre-approved possible speakers for your group to invite to campus. You can view this Speakers Bureau online at **tpusa.com/speakersbureau**.

Chapters are always permitted to host speakers who are not part of the Speakers Bureau, provided that the speaking event has been approved by TPUSA HQ. The best types of speakers to bring are people who can speak to the importance of free markets and capitalism, and/or educational speakers who have insight to give on a relevant topic or current event. Speakers who represent campaigns and/or people who are currently running for a political office will never be approved.

FUNDRAISING FOR YOUR CHAPTER

Running an impactful TPUSA Students chapter takes money, and fundraising can be a daunting task. With proper planning and a thorough understanding of all the resources available to you, your club can secure funding for big events and impactful activism.

CREATING A CHAPTER BANK ACCOUNT

If your chapter plans to make financial transactions (which most do), it is important to set up a bank account for your group. A bank account will make it easier for your group to receive funds, pay for chapter expenses, and manage chapter funds in a responsible manner.

Some schools have an on-campus bank that will work with student organizations. Check with your Student Life/Student Activities department if you are unsure. If your school does not recommend any particular bank, you may go to a banking institution of your choice.

To set up a checking account, most banks only require your group to have a chapter constitution, two co-signers (your treasurer and faculty advisor), and an Employer Identification Number (EIN) for your group which can be created here: **https://sa.www4.irs.gov/modiein/individual/index.jsp.** You will not be able to use TPUSA's EIN number for your bank account.

Remember to make arrangements with your bank when you transition chapter leadership.

SCHOOL/SGA FUNDING

Have you ever noticed that fee tacked onto your tuition bill called the "Student Activities" fee? At most schools, students are required to pay a fee (typically ranging from $40 - $500) for "Student Activities." These fees typically go to the Student Government Association (SGA) on campus who then manage and allocate the funds to various student groups.

SGA's often manage a funding application process in which student groups can apply for funding for events, initiatives, and special projects. TPUSA chapters should ALWAYS start the fundraising process by requesting money from the school/SGA. Just think -- if you don't use that funding, someone else will. Don't pass up on this awesome opportunity.

Some TPUSA chapters have received $30,000+ from their school for just one event. Take advantage of this incredible resource and request funding from your school.

Tips for Securing SGA Funding:

- Make your request early! Most schools require you to submit funding requests at least one (1) semester in advance.
- Follow all of the necessary application steps. Some chapters miss out on massive funding opportunities because they don't follow instructions or complete all of the (often tedious) steps. Take the time to learn about your school's funding application process and make sure everything gets done on time.
- Build positive relationships with the key decision makers. Find out who determines funding allocations, and make an effort to build a genuine, positive relationship with them. Don't be disingenuous (or a suck-up) -- just get to know them and be friendly!
- Make the case for ROI (return on investment). Be prepared to explain how your event or initiative will positively impact your campus and student body.

Some schools offer general funding to every official student group on campus. This is not always well-advertised (you either claim it or lose it). Check with your Student Life or Student Activities department to find out if this benefit is offered at your school.

SCHOOL RESOURCES

Be sure to take advantage of perks and benefits offered by your school that can help you save money. Some schools offer free printing, free poster board and craft supplies, and other money-saving benefits to official student groups. Contact your Student Life/Activities Department to find out what perks and benefits your school offers.

TPUSA ACTIVISM GRANTS

Turning Point USA offers activism grants to high school and college chapters, and other like-minded student groups. Activism grants from TPUSA range from $100 - $2,500.

TPUSA activism grants can be used for activism supplies, bringing a speaker to campus, hosting an event, and more. To learn more about our process or to request an activism grant please visit **tpusa.com/ActivismGrants**.

Funding requests under $100 (for example, pizza for a chapter meeting or a free speech ball) should be directed to your Regional Director, who has a budget for smaller-dollar activism grants.

Tips for Receiving a TPUSA Activism Grant:

- Submit your request early! TPUSA is more likely to support an event that is well-planned and organized in advance.
- Thoroughly explain your promotion plan. Show TPUSA how you're planning to maximize attendance and expose our ideas to as many people as possible.
- Secure additional funding from alternative sources. Let us know if you already have funding from SGA, your school, or a partner organization.
- Be thorough. Provide a detailed summary of your event plan. Show TPUSA that you're organized and prepared for the event you're trying to host.

BIG TECH
I LOVE AMERICA
TPUSA
I'M PRO CHOICE.
PICK YOUR GUN.
TPUSA
"IT'S IMPOSSIBLE
TO ENSLAVE
AN EDUCATED
MIND"

PARTNER ORGANIZATION RESOURCES

Turning Point USA is proud to partner with a wide range of organizations. See below for a list of some of the partners and resources being offered to chapters.

PRAGERU

PragerU offers 100+ short, factual, and entertaining educational videos that your chapter can use at meetings and trainings and/or share on social media. Visit www.prageru.com to learn more and access their free video resources.

LEADERSHIP INSTITUTE

The Leadership Institute (LI) offers one-of-a-kind grassroots trainings at their headquarters and on campuses across the country. If you're interested in hosting an activist training at your school or requesting an activism grant for an upcoming event, please visit www.leadershipinstitute.org for more information.

THE HERITAGE FOUNDATION

The Heritage Foundation offers Pocket Constitutions to TPUSA chapters. Any student can request Pocket Constitutions from The Heritage Foundation by writing an email request to YoungLeadersProgram@heritage.org with their name, contact information, amount of pocket constitutions, and address for mailing.

ATLAS SOCIETY

The Atlas Society advocates for free market principles and capitalism, offering a range of resources such as activism kits, articles, podcasts, and books that TPUSA students can utilize to their advantage. See more here: atlassociety.org/atlas-university/activism-kits

GUN OWNERS OF AMERICA

Gun Owners of America is one of the largest second amendment advocacy groups in the nation. They're working alongside TPUSA Students chapters to offer activism grants for 2A related events and range days. Students who are 21 years and older may request a free holster for protests, to have a physical symbol of being defenseless on college campuses. Talk to your Field Representative for more information.

CONCLUSION

CONCLUSION

Thank you for stepping up to lead a Turning Point USA Students chapter on your campus. It is leaders like **you** who make our national student movement possible.

Throughout the course of your involvement with TPUSA, it is imperative that you remember why you're part of this organization. We believe that the **government is too big, the national debt is too large, and students are uninformed about the dangers threatening our freedoms.** We also believe that our principles of freedom, free markets, and limited government can fundamentally improve the quality of life for each and every person in our country.

This movement is about **education and empowerment**, not partisan politics. Through grassroots organization, face-to-face conversations, and thought-provoking activism, we can make a difference on every campus in America.

The left has been organizing on college & high school campuses for years. It's time for us to do the same. Please let me know if there is anything we can do to help your TPUSA Students chapter succeed. **Thank you for being part of this movement!**

Best,

Charlie Kirk
Founder & Executive Director
Turning Point USA

NOTES

TURNING POINT USA

IDENTIFY★EMPOWER★ORGANIZE
WWW.TPUSA.COM

4940 E Beverly Rd, Phoenix, AZ 85044
501(C)(3) Non-Profit Organization